

The Influence of Usefulness, Easy of Use and Trust Using E-Commerce To User Behaviour (Case Study To Lazada.Com Consumers)

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Abstract

This study aims to examine the influence of usefulness, ease of use and trust using e-commerce on user behavior. This study uses purposive random sampling method in taking data and The sample was conducted to 100 lazada.com consumers that processed by using SPSS 23. The analysis result for this model shows that e-commerce user behavior is positively affect by ease of use construct. While usefulness and trust does not affect the behavior of e-commerce users.

Keywords: Usefulness, Ease of use, Trust, User Behaviour

1. INTRODUCTION

Information technology development is very rapidly give a positive impact for all things, one of which is to facilitate the various aspects of business. Many transactions in today's business environment are transferred to a type of electronic network. The network can be very small and involve only a computer in a single business, or it could be so large that it covers the whole world. An electronic network is a group of computers that are interconnected electronically, so companies are able to conventionally assemble transaction data and distribute information along the diversity of locations. E-Commerce is a process of buying and selling products electronically by consumers and from company to company with computer as an intermediary of business transactions. E-Commerce or Ecom or Emmerce or EC is a routine business exchange using Electronic Data Interchange (EDI) transmission, email, electronic bulletin boards, facsimile machines, and Electronic Funds Transfer with respect to shopping transactions on Internet shopping.

Elektronik Commerce (E-Commerce) describes a wide range of technologies, processes and practices that can make transactions without using paper as a means of transaction mechanism. E-Commerce has a major impact on the growth of social order and economy. E-Commerce has become an important part of the private business sector (private) and public (public). This is indeed highly recognized because with this E-Commerce, operational costs can be reduced in order to compete with the increasing number of requests that require fast and accurate service. This is a symptom of the rapid development of social information.

A number of reports say that with the population of Indonesia according to the World Bank in 2013 reached 249.9 million people and the number of Internet users according to the Ministry of Communications and Information Technology in 2014 which reached 82 million or equivalent to the world's 8th rank, Indonesia became wrong one developing country with the largest e-commerce potential in the world besides China, India, Brazil and Russia. Data from ICD research institute predict that e-commerce market in Indonesia will grow 42 percent in 2012-2015. This figure is higher compared to other countries such as Malaysia (14%), Thailand (22%) and Philippines (28%), while in 2013 the middle class in Indonesia has reached the number 74 million people and predicted in 2020, this figure rose to 141 million people or about 54 percent of the total population in Indonesia (www.sp.beritasatu.com)

The Ministry of Communications and Information Technology estimates that e-commerce sales transactions reach 25 US dollars or around 312 trillion by the end of 2015. This estimate is up from 2014 which reached 12 billion US or equivalent to 150 trillion. E-commerce business transactions or online shopping is increasing every year. E-commerce will become the future business model in Indonesia along with the growth of internet users in Indonesia which has reached 88 million people or increased more than 10 percent compared to the previous year (www.republika.co.id).

Here is a graph of the market value of e-commerce in Indonesia which continues to increase from year to year

Image 1.1



Source: www.dailysocial.net

The graphic above shows the market value of e-commerce in Indonesia for the year 2015 has reached \$ 2,539. The growth of e-commerce or online shopping business every year proves that Indonesian people are very interested in shopping at online stores. They can easily access the website and make buying and selling online.

In February - April 2016, Chip.co.id held a survey related to online store and online shopping trend. This survey was followed by 2700 respondents using Multiple Responses method. From the data it is known that 60% of online shopping fans are just men, while women who love shopping online is only 40%.

Other results from the survey, namely: a) online shopping and browsing activities made 82% of smartphones, this is another proof that most Indonesian internet users now access the internet from their Smartphone; b) Fans of online shopping in Indonesia prefer to buy fashion products such as clothes, pants and accessories rather than gadgets. In the survey, clothing and pants products ranks first, while second and third order are shoes and cosmetics; c) Although the most popular fashion products, gadgets make the most contribution to the online shop, this is delivered by Blanja.com and Blibli.com

Here is the percentage of the most visited online stores:

ONLINE SHOP	%
#1. LAZADA.CO.ID	27
#2. TOKOPEDIA.COM	22
#3. BUKALAPAK.COM	17
#4. MATAHARIMALL.COM	8
#5. BLIBLI.COM	6
#6. TRAVELOKA.COM	5
#7. ELEVANIA.COM	4
#8. BHINNEKA.COM	2
#9. Qoo10.CO.ID	1
#10. TIKET.COM	1

N: 2.700
MULTIPLE RESPONSE

Problem Formulation

Problem formulation from this research is as follows:

1. Test the effect of perceived usefulness on User behavior
2. Test the effect of perceived ease of use on User behavior
3. Test the effect of trust on User behavior

Research Purposes

This study purpose is to prove empirically about:

1. Effect of perceived usefulness on User behavior
2. Effect of perceived ease of use on User behavior
3. Effect of trust on User behavior

2. LITERATURE REVIEW

Internet

Technology development is growing very rapidly, especially in the electronic media is internet network. Internet is a network or media that facilitate us to get the data and information we are looking for. There are some understanding of the internet according to the experts that are as follows. According O'Brien (2003, p10), the Internet is a rapidly growing computer network of millions of businesses, education, and government networks

are interconnected with the number of users more than 200 countries.

E-Commerce

According to Laudon & Laudon (1998), E-Commerce is a process of buying and selling products electronically by consumers and from company to company with computer as an intermediary of business transactions. E-commerce is a business activity involving consumers, manufacturers, service providers and intermediary traders using computer networks is the internet. It can be concluded that the notion of ecommerce is any form of trade transactions / trade of goods and services by using electronic media.

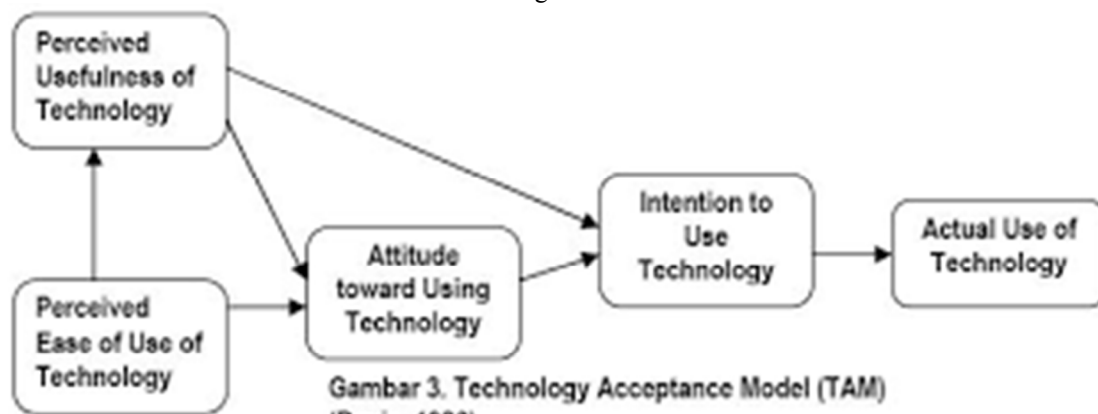
Website

There are many websites that provide online shopping services both local and international web. Usually there is a shopping cart, where prospective buyers can choose products to be purchased. In addition to shopping carts, buyers can also directly contact the seller for direct transactions can be done by phone or email as done by the online store creation services and also the manufacture of online stores. There are many things that can be done online shopping service via the web, among which the famous is the auction. Auction is an online shopping activity in which the buyer sets the lower limit of a price to be auctioned off, then the interested buyer can bid/bidding in accordance with the proposed multiple. The auctions are usually limited to a certain period so that the buyer with the highest nominal is declared to buy the goods he wants according to the price he / she proposes.

Technology Acceptance Model (TAM)

According to Davis (1986) behavior using Information Technology (IT) begins by the perception of the benefits (usefulness) and perceptions about ease of use of IT (ease of use). Both of these elements when associated with TRA are part of Belief. Davis (1986) defines the perception of usefulness based on the definition of the word useful ie capable of being used advantageously, or can be used for a favorable purpose. The perception of usefulness is the benefit that an individual believes he can get when using IT.

Image 2.1 TAM

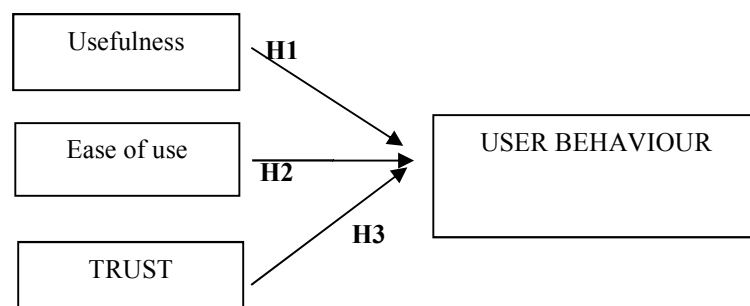


Source: Davis (1986)

Framework and Preliminary Studies

The framework in this research is to describe the effect between independent variables with dependent variable as follows:

Image 2.3
Research Framwork



Based on the research of experts concluded by Kim et al (2008) showed that the intention of using e-commerce system is driven by trust that has an important role in improving usability in e-commerce system. To achieve the purpose of the study, the researchers developed a concept model. In the development of this concept model usability, convenience and trust variables become independent variables that effect the dependent variable that is online purchasing decision. While the results of research conducted by Denni Ardyanto (2015) shows that ease of significant effect on online purchasing decisions, trust significantly influence on online purchasing

decisions, ease and e-commerce trust has a significant effect on online purchasing decisions simultaneously. with the ease in the process of operational transactions affect consumers to use e-commerce services

Hypotheses

Based on hypothesis model above, hence can make hypothesis formulation as follows:

1. There is a significant effect between the usefulness of using e-commerce to user behavior partially.
2. There is significant effect between ease of using e-commerce to user behavior partially.
3. There is a significant effect between the confidence of using e-commerce to user behavior partially.
4. There is a significant effect between usability, ease and e-commerce use of e-commerce users' behavior simultaneously

Research Method

This research uses a causal research method that aims to test about the effect between a variable (Independent / X_n) with other variables (Dependent Variable / Y_n). In this case it consists of: X_1 = Usefulness, X_2 = Ease of use, X_3 = Trust and Y = User Behavior. This research requires hypothesis testing with statistical test.

Definition and Operational Variables

The operational definition is a definition given to a variable by means of giving meaning variable, as well as providing an operational necessary to measure that variable. The Variable Operational Definition used by the author in conducting the preparation of research is User Behavior (Y), Behavior is an action performed by someone. In the context of the use of information technology systems, behavior is the actual usage of technology (Jogiyanto 2007: 117). In many studies because the actual usage can not be observed by the researcher using the question, this actual usage is largely replaced by perceived usage. Davis (1989) uses real usage, while Igbaria et al (1995) uses measurable use of perceptions measured as the amount of time spent interacting with a technology and its frequency of use.

Usefulness (X_1) defined the extent to which a person believes that using a technology will improve the performance of his work. (Lui and Jamieson: 2003). Where the indicator is to assume the system will be useful to do certain purposes, make buying and selling products more efficient, useful to provide ease of buying and selling.

Ease of Use (X_2), Davis (1989) defines ease perception as the degree to which a person believes that the use of information technology is easy and requires no great effort from the user

Trust (X_3) consists of 3 factors: ability, benevolence, and integrity. Ability in this case, how the seller is able to provide, serve, to secure transaksis from the interference of others. Kindness is the willingness of the seller in providing mutual satisfaction between himself and the consumer. Integrity can be seen from the point of fairness, fulfillment, loyalty, honesty, dependability, and reliability.

Population and Sample Research

Sample is selected members of selected population using certain process so that it can represent population. Method of sample selection used in this research is purposive sampling method that is type of sample selection based on certain criterion, where researcher choose 100 respondent user lazada.com.

Result and Discussion

Based on analysis on simultaneous test of perceived of usefulness, perceived ease of use and trust result influence toward behavior of using e-commerce system, hence researcher get result as follows:

1. Effect of perceived of usefulness on user behaviour

The t test results show that the perceived of usefulness variable has a coefficient of -0.028 and a significance value of 0.778 is greater than the alpha value ($\alpha = 0.05$). This shows that the perceived of usefulness variable has no effect on the behavior of the use of e-commerce system. This indicates that perceived of usefulness does not preclude respondent behavior to transact using e-commerce system. This is because not all respondents do the buying and selling via online transactions and the average respondent does not also pay attention to the quality of products offered .. The results of this study is not in line with research conducted by Royani Wulandari (2014) which states that variable usefulness positive to customer trust.

2. Effect of perceived ease of use on user behaviour

The t test results show that the perceived ease of use variable has a coefficient of 0.214 and a significance value of 0.010 is smaller than the alpha value ($\alpha = 0.05$). This means that perceived ease of use variables affect the behavior of the use of e-commerce system. These results are consistent with research conducted by Andrie Cesario Shomad (2013), Pradita and Zaki (2012), Iwan and Rahmahwati (2014), Krisnu Putra Yutadi (2014) and Sisca (2016)

Based on research results conducted by researchers and based on research conducted by previous researchers, it can be concluded that the perception of convenience is a variable TAM which also has an important role in influencing interest in using e-commerce, in addition to the perception of usefulness variables. Companies or vendors need to pay attention to the services provided so that individuals can easily access to the desired website so that indirectly it will affect an individual to use e-commerce services on an ongoing basis. Thus, it can be explained that the higher the convenience of e-commerce systems, the positive interest in using the

system will arise from its users and lead to a greater willingness to use e-commerce systems.

3. Effect of trust on behaviour user

The t test results show that the perceived trust variable has a coefficient of 0.087 and a significance value of 0.620 is smaller than the alpha value ($\alpha = 0.05$). This means that the variable perceived trust does not affect the behavior of the use of e-commerce system. The results of this study are inconsistent with research conducted by Ainur Rofiq (2007) stating that perceived of trust has a positive influence on interest in using e-commerce system

CONCLUSIONS AND RECOMMENDATIONS

1. Conclusions

Based on result, analysis and interpretation of data, this research be concluded as follows:

1. Perceived of usefulness does not significantly effect user behavior of e-commerce systems. This indicates that perceived of usefulness does not preclude respondent behavior to use e-commerce system.
2. Perceived ease of use significantly effect user behavior of e-commerce system. This suggests that the higher the ease of e-commerce, the positive interest in using the system will arise from its users and lead to a greater willingness to use e-commerce systems. Perceived ease of use factor is a strong enough element to shape the behavior of the e-commerce system.
3. Perceived trust does not affect the behavior of the use of e-commerce system. This suggests that trusts do not affect user behavior to use e-commerce

2. Suggestion

The researcher's suggestion for further researcher:

1. Increase the number of samples studied and expand the location of the study so that expected level of generalization of the analysis will be more accurate and good.
2. Further research can also use other data collection methods such as direct interviews so that respondents can honestly answer questions.
3. Future research may present different results for other variables with more significance, such as risk variables, perceptions of security, perceptions of privacy, etc.

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